

2010 Business Alliance

Originally established as a Hospitality Resource Panel, the Montgomery County Department of Liquor Control (DLC), Community Outreach Office provides leadership to promote efficient and responsible management of county stores and businesses that sell or serve beverage alcohol in Montgomery County, MD. The Community Outreach Office began developing business alliances in 2002, team members, consisting of prevention specialists, highway safety, recreation, liquor inspectors, police, urban partnership teams, restaurant associations, trainers/alcohol server education programs and local chambers.

Community Outreach Business Alliance goals and objectives are to:

- ❖ Reduce drunk driving and alcohol related crime stemming from over service and service of alcohol to under 21 persons
- ❖ Provide incentives and resources for responsible hospitality
- ❖ Enhance capacity of existing agencies and associations to use resources more affectively
- ❖ Improve practices of high risk establishments through risk assessments, trainings and business meetings
- ❖ Create specific operational criteria for new businesses
- ❖ Facilitate efficient accessibility to information and educational programs on responsible hospitality
- ❖ Enhance professional skills and image of those working in the industry

Program tools include:

- ❖ Culturally competent state certified alcohol server training
- ❖ Cops in Shops Program® (CIS)
- ❖ Risk Assessments
- ❖ Enhance Enforcement through Extra Eyes**
- ❖ Local business meetings

**Century Council*

*** Montgomery County Police*

Program spending can start as early as February 1, 2010 and should be completed by May 28, 2010.

Cops in Shops/Extra Eyes Program:

Task	Person(s) Responsible	Due Date	Completed
Put together packets of Information (Invite Letter, Program description, Cops in Shops Decals, Adult Host Responsibility Brochure, ALERT Flyer)			
Assemble a Door to Door team			
Schedule Door to Door team to Distribute Packets			
Recruit trainers			
Breakout budget for trainers			
Invite trainers to door to door meetings			
Set up CIS Schedule			
Schedule Debriefing meetings-Collect Data			
Schedule police and inspectors CIS Training Session		Monday, January 25 2:00 pm – 4:30 pm DLC, 16650 Crabbs Branch Way, Rockville, MD 20855	
Schedule Extra Eyes Training		Monday, January 25 5:30 pm – 7:30 pm DLC, 16650 Crabbs Branch Way, Rockville, MD 20855	
Extra Eyes Flyers Out		January 1-25 (ongoing)	
Recruitment CIS Police Training			
Recruitment Extra Eyes Training			
Press Release to PIO			
Press Conference (Optional)			
CIS/Extra Eyes Schedule Sign up			
Set up meeting place for Briefing before CIS details			
Secure police radio(s) for Extra Eyes			
Training Data Collected			
Media Placements Collected			
Data collection (citations)			
Grant Reporting (timesheets, CIS citations)		(Monthly – ongoing)	
Final Reporting		May 28th, 2010	